

# Success Strategies for Small & Limited Resource Farmers & Ranchers

## Midwest Regional Outreach Conference

### Welcome

You are cordially invited to attend a small farm outreach conference in Des Moines, Iowa on November 1-2, 2005. Public and private agricultural organizations along with farmers, ranchers, universities, and government agencies will be participating in this event.

Leading specialists will focus on five primary areas of agricultural risk management:

- Financial
- Legal
- Production
- Marketing
- Human Resources

They will discuss how risks can impact an operation, as well as introduce the availability and effective use of risk management tools.

In addition, the conference will feature networking opportunities with agencies, farming and community organizations, and peers. Each participant will receive a regional informational binder for future use.

### Tours

#### Growing Products and Businesses

Tour operations that started as small enterprises and have added value to their product by bottling them and making other related products. The tour begins at the Metro Market, the first year-round indoor farmers' market in Iowa which features Iowa products. The next stop is the Picket Fence Creamery which processes its own natural milk, butter, and ice cream. The third stop is Spring Valley Honey Farms that manages 200 bee colonies for honey and beeswax production which are delivered to Iowa and California orchards.

#### Touring Des Moines' Southern Fringes

View enterprises that not only grow products and process them for sale but have also organized activities that bring customers to their business throughout the year. Tour participants will visit Summerset Winery, one of the few wineries in Iowa where they bottle wine from their own grapes. See the vineyards as well as where the grapes are processed and the wine is bottled. The next stop is at Howell's Dried Floral and Greenhouse which grows and dries 15 acres of flowers each year. Their corn maze and pumpkin patch attract customers to the business each Fall. The tour concludes at the Metro Market, the first year-round indoor farmers' market featuring Iowa products.

### Program Topics

#### November 1, 2005

Please join us as experts from a variety of governmental and nongovernmental agencies and organizations address outreach efforts to Midwestern small and limited resource farmers and ranchers.

Participants will have the option to choose among fifteen workshop sessions where they can join speakers representing leading agricultural organizations to discuss the various types of agricultural risks. Successful farmers will discuss how they have managed risk in a variety of farm enterprises. Participants will have an opportunity to network, share ideas, as well as exchange and collect information during a reception with exhibitors. A computer lab will also be available to learn about various agriculture websites available to help the small farmer and rancher manage their risk.

#### November 2, 2005

Partake in the bounty that is Midwest Agriculture! Learn new ways to market your products. Participants will have an opportunity to choose between two educational bus tours as we visit local producers who have effectively used risk management strategies to make their operations a success. A Marketing to the MAX workshop will be offered to those not attending tours.

Presented by these USDA agencies -



# Concurrent Workshop Sessions

The following workshops will focus on risk management strategies, tools, and programs. After reviewing the workshop topics, please mark your favorite selections on the registration form.

## Session 1

**Starting from the Bottom** It is possible to start at the bottom in agriculture. You don't need a lot of size for small livestock operations. Learn how small producers have started from scratch to form a successful and profitable livestock operation through dairy rotational grazing or raising meat goats.

**Plan - Perform - Profit - Innovation!** Did you know that there are 10 Ag Innovation Centers in the Midwest? This organization can help you! Find out how they can assist with production, development, and marketing of value-added agriculture commodities.

**This Niche for You!** Ask, Listen, and Learn from this panel of experts on small operations of blueberries. Their experience is diverse, but have common information for all who are considering growing a specialty crop.

**Growing Food and Profit** Learn about the organization Growing Food and Profit which brings regional farmers together to learn from each other and build marketing networks. A must for everyone, how do we grow food and also profit?

**Do You Know Who Your Customers Are?** Learn from a small farm operator who has developed strong markets for her product. She has identified who her market is and how to capitalize on it. Learning what she already knows can help ANY business!

## Session 2

**It's Your Voice, Whether a Whisper or a Shout** Not all people lead in the same way. Develop your own personal style to make a difference in agriculture. A panel will talk about why and what ways they are involved. You too can make a difference.

**Generational Gaps, Surely NOT!** What issues arise when two family generations farm together? What issues affect the family when the farm is passed from one generation to the next? How do these and other generational gaps affect your operation? Learn how to handle these issues successfully as well as Farm Family Business Planning.

**Are Your Risks Covered?** We know about crop risks, but what are the other risks that could affect your livelihood? Learn about other risks to take into consideration from the Legal Aid of Nebraska.

**Whose Credit Is Best for Me?** USDA Farm Service Agency or the commercial lender? How are they different, what are their requirements and which will work best for my operation? And can they work together? Learn the facts in this session.

**Developing Unique Partnerships** Amish and Old Order Mennonite producers will share their experiences of developing unique ways of marketing through establishing a cheese plant and a vegetable/flower auction market.

## Session 3

**You Too Can Market and Brand Your Product!** Learn from those who have done it! Individuals who have successfully marketed products or created a brand for their product will share their experiences.

**Organic Support Systems** Is organic right for me? Should I diversify my operation? Have you ever wondered where to get information to help you make these decisions? Learn what information and valuable resources are available.

**How Can I Best Protect My Crops From Loss?** What works best for my operation: crop insurance or the Noninsured Crop Disaster Assistance Program (NAP)? Learn about the benefits of NAP and crop insurance.

**A Bird's Eye View of Your Land** Learn why the lay of the land is important to you. Discover how aerial maps and soil surveys are read and how to use this valuable tool for your farm operation.

**Women and Agriculture** More programming is being developed by women for women. Learn about available programs, projects, and organizations from this panel that are successful in delivering information to our fastest growing landowner segment.

## Accommodations

Holiday Inn Airport Hotel  
and Conference Center  
6111 Fleur Drive  
Des Moines, Iowa 50321  
515-287-2400

Room Rate:  
\$70.00 for single, \$80.00 for double  
(Plus tax rate of 12%)

Room Block Name:  
USDA Midwest Regional  
Outreach Conference

**Please contact the hotel directly  
to make your room reservations  
for the conference.**

## Directions

**By Air** - The hotel is located opposite the Des Moines International Airport and provides complimentary shuttle service to and from the airport.

**By Car** - From I-35, take Exit 68 which is marked IA-5 for the airport, and travel 7 miles east. From IA-5, take Exit 97 for the airport and head north for 1.5 miles. The hotel is on the east side of the road directly across from the Des Moines International Airport.  
From I-80, take US-65S at Exit 141 and proceed south for 17 miles to Exit 97 to Fleur Drive. The hotel is located east of the airport.



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employer and provider.

**For more information visit [www.rma.usda.gov/calendar/2005/november.html](http://www.rma.usda.gov/calendar/2005/november.html)**

**Success Strategies for Small & Limited Resource Farmers & Ranchers  
Midwest Regional Outreach Conference  
November 1-2, 2005 Des Moines, Iowa  
Registration & Scholarship Form**

Please print neatly or type your registration information as you wish to be included in the participant list.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization/Farm Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

The registration fee covers admission to all conference events including reception, continental breakfasts, lunches, breaks, workshops, and bus tour.  
Conference ID Number: SI-1 #0003082

**NOVEMBER 1 8 am to 5:30 pm  
WORKSHOP AREAS OF INTEREST**

Please mark the workshop that you are most likely to attend.

**SESSION 1 - 10:30 am**

- Starting from the Bottom
- Plan - Perform - Profit - Innovation!
- This Niche for You!
- Growing Food and Profit
- Do You Know Who Your Customers Are?

**SESSION 2 - 1:30 pm**

- It's Your Voice, Whether a Whisper or a Shout
- Generational Gaps - Surely NOT!
- Are Your Risks Covered?
- Whose Credit is Best for Me?
- Developing Unique Partnerships

**SESSION 3 - 3:30 pm**

- You Too Can Market and Brand Your Product!
- Organic Support Systems
- How Can I Best Protect My Crops from Loss?
- A Bird's Eye View of Your Land
- Women and Agriculture

**NOVEMBER 2 8 am to 2 pm  
BUS TOURS/WORKSHOP**

- Growing Products and Businesses
- Touring Des Moines' Southern Fringes
- Marketing to the MAX Workshop

**LODGING**

Holiday Inn Airport Hotel and Conference Center  
6111 Fleur Drive Des Moines, Iowa 50321 515-287-2400

Group rate is \$70.00 for single or \$80.00 for double occupancy  
Please inform the hotel that you are attending the  
USDA Midwest Regional Outreach Conference.

**METHOD OF PAYMENT**

- \$35 Registration fee **received BY October 19**
  - \$50 Registration fee **received AFTER October 19**
  - \$65 Registration fee **on-site at conference**
  - Check (Payable to Northeast Iowa Community College)
  - Credit Card (MasterCard and Visa **only**)
  - Money Order
- I have enclosed a check for \$ \_\_\_\_\_ Check Number \_\_\_\_\_  
Card # \_\_\_\_\_ Exp Date \_\_\_\_\_  
Signature \_\_\_\_\_  
Driver's License # \_\_\_\_\_ Birthdate \_\_\_\_\_

Refund Policy: 100% refund - Cancellations received by October 19  
75% refund - Cancellations by October 26  
No refunds after Oct. 26. Substitutions can be made at any time.

Mail registration form to:

Northeast Iowa Community College  
Attn: Continuing Education P.O. Box 400 Calmar, IA 52132

**Registrations can also be made by phone at  
800-728-2256, ext. 399**  
using Mastercard or VISA, 7:30 am to 5 pm Central Standard Time, Mon.-Fri.  
or **FAX 563-562-3719**

**SPECIAL NEEDS** (Be specific - vegetarian, interpreter for hearing impaired or translator needed for specific language, etc.)

Scholarships are available for small farmers and ranchers through Northeast Iowa Community College to cover two nights at the Holiday Inn Airport Hotel and the registration fee.

I am applying for a scholarship for the registration fee and two nights lodging at the Holiday Inn Airport Hotel to attend the Midwest Regional Outreach Conference. Those attendees granted a scholarship will be notified by Northeast Iowa Community College.

A limited number of tables are available for exhibits at the conference.  
All exhibitors must be registered for the conference.  
Exhibitors will be notified as to space availability.

Exhibitor Name: \_\_\_\_\_

Exhibitor Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

Any special needs (phone lines, internet) must be arranged directly with the hotel. **Electricity will NOT be provided.**

**SCHOLARSHIP APPLICATION**

**EXHIBITOR INFORMATION**